

## The Creative Industries in NJ State Senate District 39

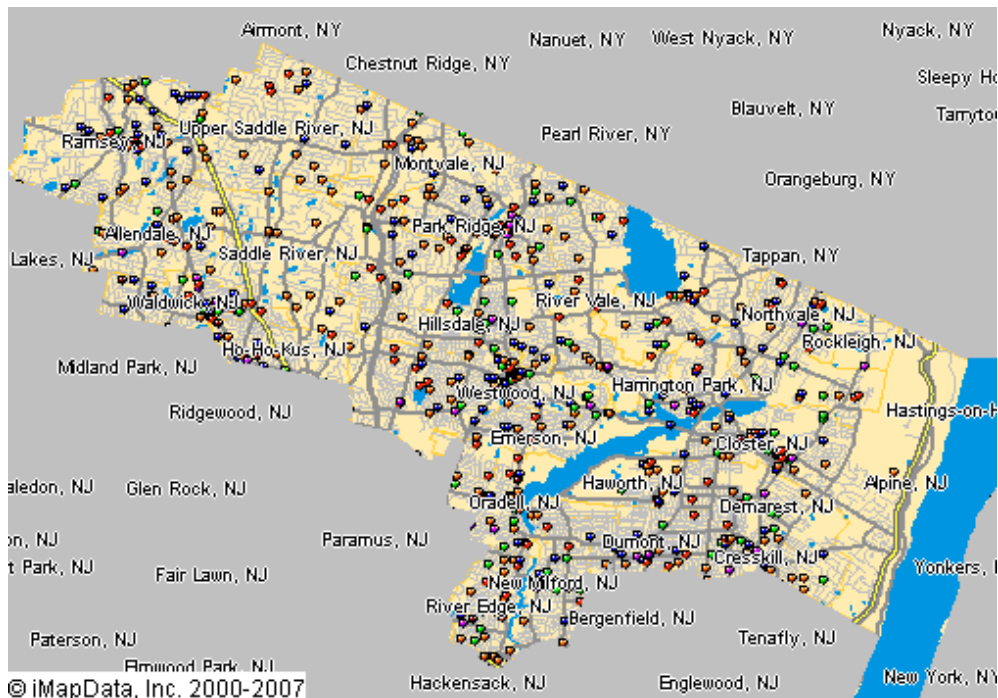
This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **NJ State Senate District 39**. The creative industries are composed of arts-centric businesses that range from nonprofit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. The creative industries are the high-octane fuel that drives the "information economy," the fastest growing segment of the nation's economy.

Nationally, there are 612,095 businesses in the U.S. involved in the creation or distribution of the arts that employ 2.98 million people, which is 4.3 percent of all businesses and 2.2 percent of all employees. Between 2007 and 2008, the number of arts businesses and employees grew 12 percent. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S. Growth of the businesses that comprise the creative industries was greater than the increase among the 14.3 million businesses tracked by Dun & Bradstreet.

**As of January 2008, NJ State Senate District 39 is home to 739 arts-related businesses that employ 3,341 people.** These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ people, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in **NJ State Senate District 39**, with each dot representing an arts-centric business.

### 739 Arts-Related Businesses in NJ State Senate District 39 Employ 3,341 People

- Arts-Related Business**
- Museum/Collections
  - Performing Arts
  - Visual/Photography
  - Film, Radio, TV
  - Design/Publishing
  - Arts Schools/Services





## Arts-Related Business and Employment in NJ State Senate District 39 January 2008

CATEGORY	BUSINESSES	EMPLOYEES
<b>Museums and Collections</b>	<b>12</b>	<b>41</b>
Museums	7	19
Historical Society	5	22
<b>Performing Arts</b>	<b>97</b>	<b>1,042</b>
Music	46	894
Theater	1	1
Services & Facilities	18	61
Performers	32	86
<b>Visual Arts/Photography</b>	<b>198</b>	<b>605</b>
Crafts	17	67
Visual Arts	19	26
Photography	132	432
Services	30	80
<b>Film, Radio and TV</b>	<b>118</b>	<b>676</b>
Motion Pictures	100	647
Television	11	12
Radio	7	17
<b>Design and Publishing</b>	<b>276</b>	<b>838</b>
Architecture	70	225
Design	137	240
Publishing	3	7
Advertising	66	366
<b>Arts Schools and Services</b>	<b>38</b>	<b>139</b>
Arts Schools and Instruction	37	137
Agents	1	2
<b>GRAND TOTAL</b>	<b>739</b>	<b>3,341</b>

Note: As the source of these data is based solely on businesses that have registered with Dun & Bradstreet, our analyses indicate an under-representation of nonprofit arts organizations and individual artists. Therefore, this Creative Industries report should be considered a conservative estimate. For more information, maps, and to make sure you are included in our Creative Industries research, visit [www.AmericansForTheArts.org/CreativeIndustries](http://www.AmericansForTheArts.org/CreativeIndustries)



## Arts-Related Business and Employment in NJ State Senate District 39 2007 to 2008

CATEGORY	BUSINESSES			EMPLOYEES		
	2007	2008	% Change	2007	2008	% Change
<b>Museums and Collections</b>	<b>12</b>	<b>12</b>	<b>0.00%</b>	<b>41</b>	<b>41</b>	<b>0.00%</b>
Museums	6	7	16.67%	17	19	11.76%
Zoos and Botanical	1	0	-100.00%	2	0	-200.00%
Historical Society	5	5	0.00%	22	22	0.00%
<b>Performing Arts</b>	<b>92</b>	<b>97</b>	<b>5.43%</b>	<b>998</b>	<b>1,042</b>	<b>4.41%</b>
Music	42	46	9.52%	849	894	5.30%
Theater	2	1	-50.00%	2	1	-50.00%
Dance	1	0	-100.00%	15	0	-1500.00%
Services & Facilities	16	18	12.50%	51	61	19.61%
Performers	31	32	3.23%	81	86	6.17%
<b>Visual Arts/Photography</b>	<b>183</b>	<b>198</b>	<b>8.20%</b>	<b>638</b>	<b>605</b>	<b>-5.17%</b>
Crafts	14	17	21.43%	65	67	3.08%
Visual Arts	13	19	46.15%	28	26	-7.14%
Photography	129	132	2.33%	457	432	-5.47%
Services	27	30	11.11%	88	80	-9.09%
<b>Film, Radio and TV</b>	<b>115</b>	<b>118</b>	<b>2.61%</b>	<b>682</b>	<b>676</b>	<b>-0.88%</b>
Motion Pictures	97	100	3.09%	643	647	0.62%
Television	11	11	0.00%	16	12	-25.00%
Radio	7	7	0.00%	23	17	-26.09%
<b>Design and Publishing</b>	<b>238</b>	<b>276</b>	<b>15.97%</b>	<b>833</b>	<b>838</b>	<b>0.60%</b>
Architecture	61	70	14.75%	211	225	6.64%
Design	115	137	19.13%	199	240	20.60%
Publishing	4	3	-25.00%	106	7	-93.40%
Advertising	58	66	13.79%	317	366	15.46%
<b>Arts Schools and Services</b>	<b>31</b>	<b>38</b>	<b>22.58%</b>	<b>130</b>	<b>139</b>	<b>6.92%</b>
Arts Schools and Instruction	31	37	19.35%	130	137	5.38%
Agents	0	1	100.00%	0	2	200.00%
<b>GRAND TOTAL</b>	<b>671</b>	<b>739</b>	<b>10.13%</b>	<b>3,322</b>	<b>3,341</b>	<b>0.57%</b>

Data Source: D&B January 2008 & January 2007

[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org)